THE BASICS

Defining the fundamental building block of the internet.

WHAT IS A DOMAIN NAME?

THE ADDRESS

Think of a domain name as your website's street address on the internet. Without it, users would have to remember complex numerical strings known as IP addresses (e.g., 192.0.2.1) to visit your site.

THE IDENTITY

It is the unique name that identifies a website. It appears in the address bar of the web browser (e.g., amarsmartindia.tavrozone.shop) and gives your online presence a recognizable brand.

HOW IT WORKS: THE ANALOGY

🏠 **The House:** Your website, consisting of all your files, images, and HTML content.

🗇 **The Land:** Web Hosting, the physical space on a server where your house (website) sits.

🗺️ **The Address:** The Domain Name. It tells visitors exactly where to go to find your house on the vast landscape of the internet.

ANATOMY OF A DOMAIN

Parts of a URL

BREAKING IT DOWN

🌐 **Top-Level Domain (TLD):** The extension at the end, such as .com, .org, or .shop. It often indicates the type of organization or location.

🏷️ **Second-Level Domain (SLD):** The unique name to the left of the TLD (e.g., 'tavrozone' in tavrozone.shop). This is your brand's identity.

🔀 **Subdomain:** An optional prefix (e.g., 'amarsmartindia') used to organize different sections of your website.

THE CREATION PROCESS

Creating a domain is a digital handshake between you and the global internet registry. It involves selecting a unique string of characters and officially registering it through an accredited provider.

HOW TO CREATE & REGISTER

STEP 1: IDEA

Brainstorm a unique, memorable name.

STEP 2: CHECK

Search availability with a registrar.

STEP 3: BUY

Pay the fee to register the name.

STEP 4: LIVE

DNS propagates & site goes live.

WORKING WITH A SPECIFIC NAME

When a user types a specific name like

amarsmartindia.tavrozone.shop, a complex process

begins.

The browser sends a request to the **Domain Name**

System (DNS). Think of DNS as the internet's

phonebook.

The DNS server looks up the specific name and

translates it into the corresponding IP address where

the website's data is stored, allowing the browser to

load the page.

KEY TECHNICAL COMPONENTS

ICANN: The Internet Corporation for Assigned Names and Numbers. The global non-profit responsible for coordinating the maintenance of these unique identifiers.

Registry: An organization that manages the database of all domain names ending in a specific TLD (like Verisign for .com).

Registrar: A company accredited by ICANN (like GoDaddy or Namecheap) where you can purchase and manage your domain name.

DNS Servers: The machines that translate your human-readable domain name into the computer-readable IP address.

WHY IT MATTERS

> *"A domain name is your first step to establishing an online identity. It is the foundation of your digital brand."*

— Amar Smart India

QUESTIONS?

Thank you for your attention.

Research by - AMAR KUMAR